



Rich Riley
Vice President/General Manager
Yahoo! Small Business
Yahoo! Inc.

As vice president and general manager of Yahoo! Small Business, Rich Riley oversees the corporate strategy and day-to-day business operations for Yahoo! Small Business (<http://smallbusiness.yahoo.com>) including Yahoo! Web Hosting (<http://webhosting.yahoo.com>), an industry leading business-class Web hosting solution for small businesses and Yahoo! Store (<http://store.yahoo.com>), a leading e-commerce service.

Riley joined Yahoo! in 1999 when Yahoo! acquired his company, Log-Me-On.com LLC of which Riley was co-founder and Managing Partner. Log-Me-On.com was an Internet software company that developed what is today the Yahoo! Companion product. During his over four years with Yahoo!, Riley has held a variety of roles including corporate development where he was instrumental in a number of the company's key acquisitions and strategic partnerships including Compaq, Travelocity, Net2Phone, Google, Online Anywhere and MyQuest Systems. Immediately prior to his current role, Riley was Vice President of Business Operations for Yahoo's Communication Business Unit.

Prior to founding Log-Me-On.com, Riley was a venture capitalist with J.H. Whitney & Co. where he focused on Internet investments and prior to that an investment banker with Donaldson, Lufkin and Jenrette in New York.

Riley received a bachelor of science in economics from the University of Pennsylvania's Wharton School of Business with a dual degree in entrepreneurial management and finance.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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